

PURDUE UNIVERSITY BOARD OF TRUSTEES EXECUTIVE SUMMARY DEGREE PROPOSAL TEMPLATE

When this form is complete, please save and return to weiderhaft@purdue.edu with tables as separate attachment.

DATE: 3/9/21
TO: Board of Trustees
FROM: Harry Bulow, Primary Contact, (765) 494-4898, hbulow@purdue.edu
CC: Arne Flaten, Secondary Contact, (765) 494-3054; aflaten@purdue.edu
SUBJECT: Bachelor of Arts in Music (BA Music)

CAMPUS OFFERING DEGREE: West Lafayette

ANTICIPATED START DATE: Fall 2022

1. IS THE DEGREE RESIDENTIAL, HYBRID, OR ONLINE?

IF ONLINE, RATIONALE FOR GOING THROUGH SPECIFIC PURDUE CAMPUS—PWL, PFW, PNW, PG

Residential

2. BRIEF OVERVIEW OF DEGREE/WHY IS THE DEGREE NEEDED?

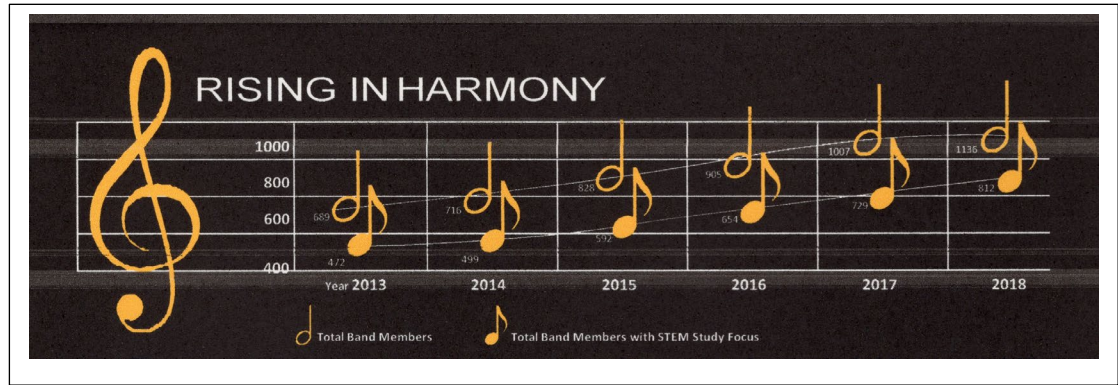
Overview

The study of music for a bachelor's degree is common in most colleges and universities throughout the United States. The School of Design, Art, and Performance in the College of Liberal Arts is proposing a BA in Music consisting of 42-46 credits. It has a strong academic and practical focus with concentrations in music technology and general music studies which speak to Purdue's strengths in science, technology and the liberal arts. Purdue has a large number of students in bands and musical organizations who would like to pursue a second interest in music to complement their first major. A second music major would expand the career options for students in a broad range of musical careers that include musical recording and production, sound design, music theory, composition, arranging. The major is foundational to careers in arts administration. It forms the basis for students to enter the music profession directly or continue on to graduate study.

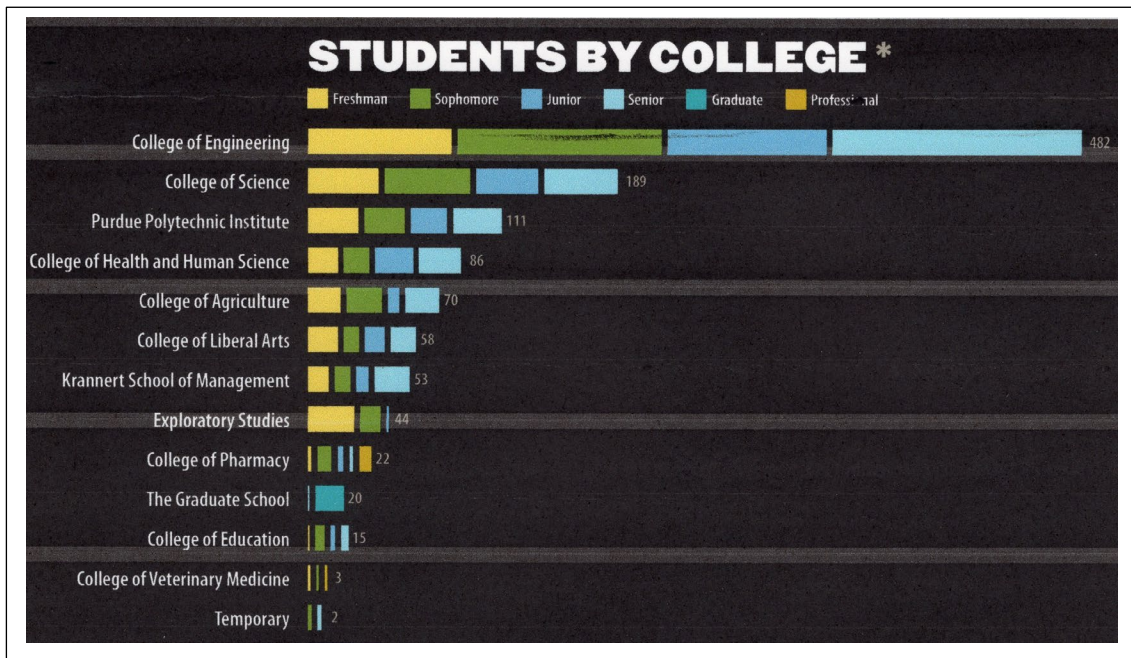
Need

Purdue is one of the leading STEM universities in the United States and the world. Most of the top 10 engineering schools in the United States offer degrees with some type of music emphasis (see Appendix A). Most offer significant music study at the graduate level. There is a strong relationship between music, mathematics and the sciences. Every Big 10 university offers degrees in music except for Purdue (see Appendix B). To bring Purdue University up to comparable standards in the arts, it needs to develop music as a major specializing in areas that correspond to Purdue's resources and national focus.

Interest in music is dynamic and growing at Purdue, West Lafayette. From 2013-2018, the band and orchestra program saw a 65% increase in participation (689 students in 2013 to 1136 in 2018, see below).



The overwhelming number of students in the program came from STEM disciplines. In 2013, of the 689 total students in the program, 472 came from STEM areas of study. In 2018, out of 1136 students, 812 came from STEM disciplines and far and away, the majority (482) came from the College of Engineering (see below).



The School of Design, Art, and Performance needs a music program to fulfill its mission as a significant leader in the arts and to support many students at Purdue in their secondary interest in Music. The two existing departments within the school: The Department of Art and Design, and The Department of Theatre are both nationally ranked and offer degrees at the undergraduate and graduate levels. Music is typically one of the central departments in any school or college of the arts. Lacking the serious study of music among its programs undermines its effectiveness in research, visibility, faculty growth and development and the recruitment of students. Having a BA in Music will enhance recruitment for the School of Design, Art, and Performance and impact the University's reputation and prestige. Having a BA in Music would better serve the significant numbers of students who participate in bands and musical organizations.

Over 2,000 students each semester enroll in music classes and ensembles at PUWL. Interest in the serious study of music on the West Lafayette campus is very large. Many students come to Purdue and find that they would like to complement their first major and maintain a serious interest

in music. Additionally, there are almost 1500 students in the Exploratory Studies program. A music major offers an option to those students searching for the right field of study for them. Having the option of a music degree available on the West Lafayette campus will meet a student need, expand the vision of those already engaged in the study of the arts on campus and impact how research and creative activities are pursued.

The Importance and Value of a Dual or Double Major

The BA in Music was made as concise as possible to allow students to have a double major and still complete their degrees in four years. Some will see it as a way to fulfill their life-long desire to study music seriously while others will see it as a compliment to their initial major. There are many professions where having professional training in two disciplines is highly desired which include careers in: radio, television, film, audio production and design, social media and advertising. Those in STEM areas like computer science, engineering and building management and construction may find a second degree in music advantageous. Careers such as those in software development, acoustic architectural design, building construction and management, and animation (music in video games), all would benefit with a second major in music.

A double major is not for everyone. Depending upon one's initial area of study, a second major may or may not enhance one's productivity, skillset or employability. However, when combined with the right first major, it can expand one's awareness of research, social connectivity and enlarge one's network of opportunities. Having an initial STEM major coupled with music as a second major, may lead to more significant research, creative and innovative thinking. John Maeda, a graduate of MIT and former President of the Rhode Island School of Design wrote: "STEM leaves out a big part of the picture. It misses the fact that having multiple perspectives are an invaluable aspect of how we learn to become agile, curious human beings... The STEM 'bundle' is suitable for building a Vulcan civilization, but messes wonderful irrationalities inherent to living life as a human being and in relation to other human beings." A Michigan State University study observed that a group of its honors college graduates from 1990 to 1995 who majored in the STEM fields and owned businesses or filed patents, had eight times the exposure to the arts as children than the general public. The arts when combined with STEM yields solid results. The following are commonly recognized positive attributes of those who double major in music and one of the STEM disciplines.

- Broadens an individual's career options
- Expands one's understanding of research and ability to think creatively
- Enhances one's sense of commitment and focus to academic studies
- Increases one sense of community engagement
- Increases understanding of how decisions are made: qualitative perspectives as well as quantitative approaches.
- Music and the Arts teach one that problem solving comes in a variety of forms. Having a broader perspective can make all the difference.
- Music and the Arts make clear the fact that neither words in their literal form nor numbers exhaust what we can know. The limits of our language do not define the limits of our understanding.
- Music enhances personal communication and expression.

The following is a list of departments at Purdue where the BA in Music might be a welcomed addition to their areas of study.

Animation, Purdue Polytechnic Institute
Audio Engineering and Technology, Purdue Polytechnic Institute
Computer and Information Technology, Purdue Polytechnic Institute
Computer Science, College of Engineering
Construction Management, Purdue Polytechnic Institute
Media and Mass Communication, College of Liberal Arts
Film and Video Studies, College of Liberal Arts
Sound for the Performing Arts, College of Liberal Arts
Studio Arts and Technology, College of Liberal Arts
Theatre General, College of Liberal Arts

Credit for Previous Study

Most students interested in studying music at the college level have years of experience in performing and learning music theory. We recommend that all entering students take a theory placement exam. The exam is administered throughout the year. In this way, students with a solid background in music theory may receive advanced placement, which will also reduce the number of credits they will need to earn towards graduation.

Internships

Students will have the opportunity to work in local businesses and arts organizations. The following is a list of businesses that have agreed so far to sponsor internships for the Division of Music:

Lafayette Symphony Orchestra, Lafayette, IN
Tippecanoe Arts Federation, Lafayette, IN
WBAA Radio, West Lafayette, IN
Piano Solutions, Indianapolis, IN

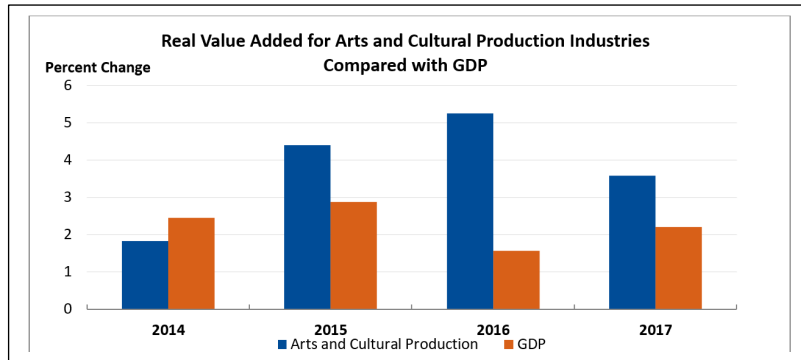
Articulation Agreements

The School of Design, Art, and Performance has had discussions regarding an articulation agreement with Ivy Tech Community College to allow for up to 30 credits in general education requirements to be transferred to Purdue University when entering the BA in Music program.

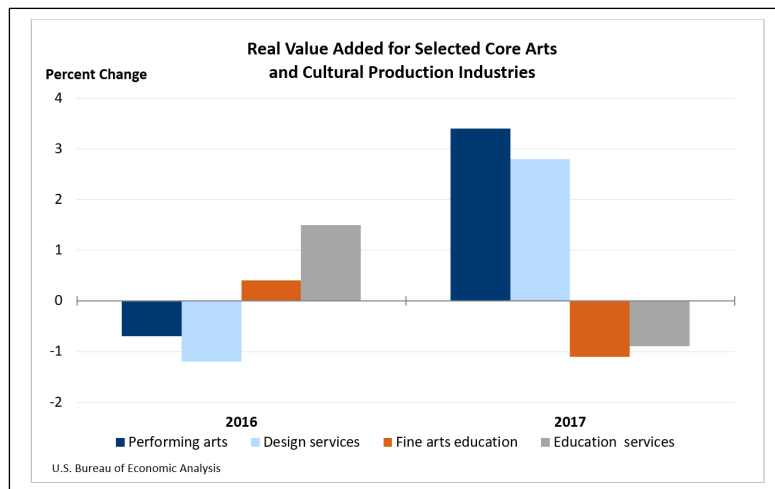
3. BRIEF EVIDENCE OF FEDERAL, STATE, AND REGIONAL LABOR MARKET NEED

The Arts and Entertainment industry is one of the largest industries in the United States (877.8 billion, 4.5% of the domestic product). The arts contribute more to the national economy than do the construction, transportation, travel, mining, utilities and agriculture industries. Almost 2 million people are engaged in it and it is ranked as one of the top 3 U.S. exports. Data in this section was collected from the U.S. Bureau of Labor Statistics, the Indiana Bureau of Labor Statistics, U.S. Department of Commerce of Economic Analysis (BEA), the National Assembly of State Arts Agencies and the National Endowment for the Arts.

National Growth in the Arts



The arts including music continue to outpace the general economy. The performing arts, including music, is a dynamic performer within the economy.



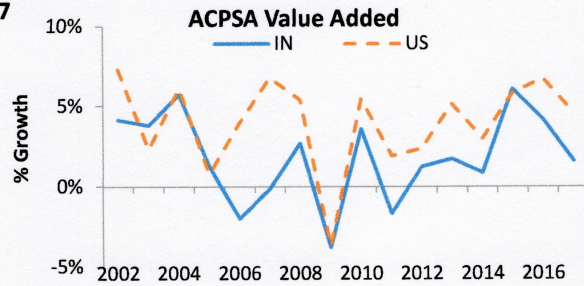
Arts and Cultural Production Satellite Account (ACPSA)

	Value Added	Employment	Compensation
Arts and Cultural Industries	8,357,145,023	87,494	\$184,201,292

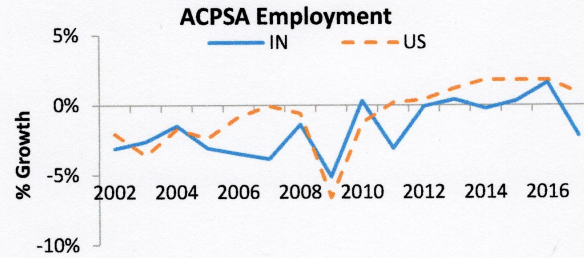
The State of Indiana hosts a current job market in the arts of 87,494 jobs providing \$8,357,145,023 in value added or 2.4% of the economy. Its projected growth is similar to the national economy.

Trends in Arts and Cultural Production: 2016-2017

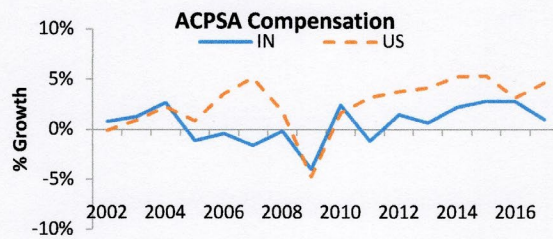
In 2017, Indiana ranked 24th among all states in ACPSA value added, and 33rd among all states in ACPSA value added growth. Since 2016, ACPSA value added has grown 1.57 percent in Indiana, compared with an increase of 4.56 percent for the U.S.



In 2017, Indiana ranked 20th among all states in ACPSA employment, and 49th among all states in ACPSA employment growth. Since 2016, ACPSA employment has decreased 2.21 percent in Indiana, compared with an increase of 0.86 percent for the U.S.



In 2017, Indiana ranked 23rd among all states in ACPSA compensation, and 41st among all states in ACPSA compensation growth. Since 2016, ACPSA compensation has grown 1.01 percent in Indiana, compared with an increase of 4.66 percent for the U.S.



Average compensation per wage-and-salary job in Indiana's ACPSA industries was \$51,044 in 2017, compared with \$57,777 for all salaried jobs in the state.

4. COSTS

A. Tuition and Fees—In-state and out-of-state

Tuition (2020-2021)

In-state:	Per-credit	\$347.85
(semester)	Full-time	\$4996 (semester)

Out of State:	Per-credit Non-resident	\$948.30
(semester)	Full-time Non-resident	\$14,397

International:	Per Credit	\$1,018.30
(semester)	Full-time	\$14,397

The infrastructure for a music degree already exists on the PUWL campus. Faculty, concert halls, classrooms, recording facilities and other essential equipment are in place. Purdue University Bands and Orchestras as well as Purdue Musical Organizations engage more than 1700 students each year in more than 500 performances on campus and beyond. Concert halls such as Elliot Hall of Music, Fowler Hall, and the Loeb Play House host many of these concerts and events. Purdue

Convocations, one of the oldest collegiate performing arts presenters in the U.S. offers a diverse collection of world-class performances and works closely with all the performing groups on campus including the School of Design, Art, and Performance. The Black Cultural Center is another leading arts organization on campus and provides many opportunities for students to perform as well as significant guest artists and guest lecturers to speak. Its Black Voices of Inspiration ensemble is nationally recognized for its performance excellence.

In short, Purdue already has most, if not all the facilities and faculty, to establish a degree in music. However, there are a number of potential needs.

Faculty: Within the first 5 years of the program, 2 new faculty (music technology) may need to be hired, should growth meet expectations.

Staff: A full-time 12-month administrative assistant will need to be hired immediately upon the acceptance of the program. Audition, testing and other administrative tasks will need timely attention.

Facilities: With growth will come the need to improve, expand and renovate the existing music technology and recording spaces.

Other Capital Costs:
No other new capital expenses in first 5 years.

B. Program Review and Expenditure Summary

Table 2

Program Revenue and Expenditure Summary

**Board of Trustees Table
BA in Music Degree Program**

	Year #1 FY2021	Year #2 2022	Year #3 2023	Year #4 2024	Year #5 2025
Total Incremental Revenue*	\$237,444	\$524,848	\$889,460	\$1,231,2701	1,719,050
Total Expenditures	\$87,200	\$127,700	\$123,200	\$253,700	\$648,700
Projected Program Surplus	\$150,244	\$397,148	\$636,260	\$977,570	\$1,070,350

*Based on the anticipated number of new students to campus, transfers or existing students are not included. Projected incremental revenue is based upon the current full-time, resident tuition and fees approved by the Bursar.

C. Enrollment Projection

Table 3
Projected Headcount and FTE Enrollment and Degrees Conferred (Questions #6)

Board of Trustees & ICHE Table

	<u>Year #1</u> <u>FY 2021</u>	<u>Year #2</u> <u>FY 2022</u>	<u>Year #3</u> <u>FY2023</u>	<u>Year #4</u> <u>FY 2024</u>	<u>Year #5</u> <u>FY2025</u>
Enrollment Projections (Headcount)	<u>20</u>	<u>45</u>	<u>60</u>	<u>100</u>	<u>125</u>
Enrollment Projections (FTE)	<u>16</u>	<u>36</u>	<u>47</u>	<u>89</u>	<u>111</u>
Degree Completion Projection	<u>0</u>	<u>0</u>	<u>0</u>	<u>16</u>	<u>31</u>

5. LIST OF SIMILAR DEGREES IN THE PURDUE SYSTEM AND DISTINCTIVE ELEMENTS FOR THIS DEGREE

Most colleges and universities offering music degrees can be broken down into two basic types: those emphasizing the study within a liberal arts context (Bachelor of Arts degrees) and those emphasizing professional programs such as musical performance and music education (Bachelor of Music or Bachelor of Music Education, BM, BME degrees).

School	Degree	Distinctives
Purdue University, Fort Wayne	BM-Performance (professional) BME-Music Education (professional) BSMT-Music Therapy ([professional) BSM-Music Industry (professional) BSM-Pop Music BSM -Pop Music, Outside Field	Strong emphasis on professional and conservatory-type programs. 70+ credits in most degree plans (professional) No specific technology degree however strongly uses technology in pop music and music industry programs. No liberal arts music emphasis except for BSM in Outside Field
IUPUI	BS-Music Technology BS- Music Therapy MS-Music Technology PhD-Music Technology	All are professional programs, no BA with liberal arts emphasis
Purdue, West Lafayette	BA in Music (NEW) Music Technology (concentration) General Music Study (concentration)	Liberal Arts emphasis Solid Academics Develop thinking musicians/technicians Understand musical ideas and meaning

Distinctives

Purdue's music degree will integrate performance experiences with solid academic training with the primary goal of developing thinking musicians. While most conservatory-style music schools focus upon excellence in performance and musical traditions, Purdue will be broader in perspective in seeking to develop musical scholars and professional leaders. While music making will still hold an essential position in the development of one's understanding and experience of music, the thoughtful integration of musical knowledge and its meaning will be paramount. Students may choose to be more or less involved in the performance aspect of music, but understanding the ideas and meaning behind it will be a central concern.

6. COMPETITIVE DEGREES – BRIEF SUMMARY

The BA in Music is traditionally considered the cornerstone of a college or university education. In Europe, the BA degree was offered at colleges and universities while professional degrees were housed in the conservatories of music. The following is a list of those U.S. schools that currently emphasize the conservatory approach and those that emphasize the liberal arts approach.

Conservatory Emphasis
(professional)

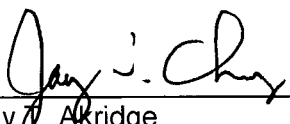
Indiana University
University of Michigan
Ohio State University
University of Iowa
University of Illinois
University of Cincinnati
University of Southern California
University of Rochester (Eastman School)
University of Texas

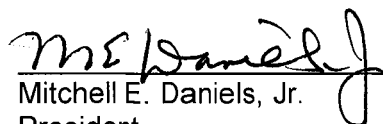
Liberal Arts Emphasis
(academic)

University of California, Berkeley
Virginia Tech
Texas A&M University
University of Pennsylvania
Stanford University
University of Chicago
Duke University
Harvard University
Yale University
Princeton University

Recommended Approval:

Approved:

 3/17/21
 Jay J. Akridge Date
 Provost and Executive Vice President for
 Academic Affairs and Diversity

 3/18/21
 Mitchell E. Daniels, Jr. Date
 President

Supplemental Materials

BA in Music Supplemental Materials

Appendices

APPENDIX A Music Degrees at Top 10 Engineering Schools

Institution	Minor/Diploma/Certificate	Undergraduate Program	Graduate Program
Massachusetts Institute of Technology MIT Ranked # 1	Minor	BS in Science and the Humanities-Music Emphasis	None
Stanford University Ranked #2	Minor Certificate in Performance	BA	MA, PhD
UC Berkeley #3	Minor	BA	MA, PhD
CalTech #4	None	None	None
Carnegie Mellon #5	Minor	BA, BM	MS, MM
University of Michigan #6	Artist Diploma	BA, BM (conservatory emphasis)	DMA
Purdue University #7	Minor Certificate in Music Tech	None	None
Georgia Tech #8	Certificate in Fine Arts	None	MS, PhD
University of Southern California #9	Minor Artist Diploma	BA, BM (conservatory emphasis)	MA, MM, PhD, DMA
University of Illinois #10	Minor	BA, BM (conservatory emphasis)	MA, MM, PhD, DMA

APPENDIX B

Music Degrees at Big 10 Universities

Institution	Diploma/Certificate	Undergraduate Program	Graduate Program
Michigan State University	Minor	BA, BM	MM, DMA, PhD
Northwestern University	Minor	BA, BM	MM, DMA, PhD
Ohio State University	Minor	BA, BS, BM	MA, MM, DMA, PhD
Penn State University	Minor	BA, BM	MA, MM, DMA
Purdue University	Minor Certificate in Music Tech	None	None
Rutgers University	Minor	BA, BM	MM, PhD, DMA
University of Illinois	Minor	BA, BM	MA, MM, PhD, DMA
Indiana University, Bloomington	Minor Artist Diploma Performance Diploma	BM, BME, BSOF	MA, MM, PhD, DM
University of Iowa	Minor	BA, MM	MA, MM, PhD, DMA
University of Maryland	Minor	BA, BM	MA, MM, PhD, DMA
University of Michigan	Minor	BA, BM	MA, MM, PhD, DMA
University of Minnesota	Minor	BA, BM	MA, MM, PhD, DMA
University of Nebraska	Minor	BA, BM	MM, PhD, DMA
University of Wisconsin	Minor	BA, BM	MM, PhD, DMA

APPENDIX B – Letters of Support



BANDS & ORCHESTRAS

March 8, 2021

Jay T. Akridge, Ph.D.
Provost and Executive Vice President for Academic Affairs
Purdue University
610 Purdue Mall
West Lafayette, IN 47907

Dear Provost Akridge:

Dr. Arne Flaten, Head of the Reuff School of Design, Art and Performance, asked me to review the requirements for the proposed BA in Music, presented through the College of Liberal Arts. I have personally reviewed the requirements for the degree. Although I believe there is room to strengthen the program, particularly as it relates to instrumental and vocal music, I believe the initial program will certainly provide an opportunity for students wishing to pursue an academic degree in music on the West Lafayette campus. More importantly, many students may find a dual degree program between music and another field of interest. I personally find a future between the Music Division in CLA and Purdue Polytechnic particularly compelling as interest grows in the area of a music degree in music technology.

Respectfully,

A handwritten signature in black ink, appearing to read "Jay S. Gephart".

Jay S. Gephart
Al G. Wright Chair
Professor of Music
Director of Bands
Purdue Bands and Orchestras

Purdue Musical Organizations

From: Griffel, William E
Sent: Friday, January 29, 2021 8:37 AM
To: Bulow, Harry T <hbulow@purdue.edu>
Cc: Withers, Colton L <cwither@purdue.edu>
Subject: RE: BA in Music, Letter of Support

Harry,

Thanks for reaching out to me about this new opportunity in Music at Purdue! I think this BA has some promise and will definitely garner interest with students who love Purdue and want to pursue this career path. I think PMO would be open to bringing over students engaging in this major as production assistants during key times of our year (Christmas Show, larger on campus performances). We could also potentially assign those students to different staff members as interns to work on specific projects.

These are my initial thoughts on how we could be a partner in this arena.

Let me know if you have any further questions.

Thanks!

Bill

William E. Griffel, M.Mus

*Albert P. Stewart Director of Purdue Musical Organizations
Jack Calhoun Director of the Purdue Varsity Glee Club*



Purdue Musical Organizations
Ralph and Bettye Bailey Hall Room 230
359 Northwestern Avenue
West Lafayette, IN 47906

Office: (765) 494-3948
Fax: (765) 496-1215
wgriffel@purdue.edu
www.purdue.edu/pmo

myStrengths: *Includer/Developer/Positivity/Harmony/Futuristic*

"I recognize and value the inherent worth and dignity of everyone."



JACOBS SCHOOL OF MUSIC

INDIANA UNIVERSITY

Bloomington

December 14, 2020

Dr. Harry Bulow, Chair
Music Division
Purdue University
610 Purdue Mall
West Lafayette, IN, 47907

Dear Dr. Bulow,

We have reviewed your proposal for a new Bachelor of Arts in Music degree, to be offered at the West Lafayette campus. We feel that the proposed degree track is well designed and appropriate for the purposes for which you wish to offer it, and we have no objections whatsoever to your proposal. We wish you success in gaining approval for the degree, and we are happy to see that there may soon be a valuable new music degree offered to students attending one of our state's fine institutions.

Yours sincerely,

Jeremy Allen

David Henry Jacobs Bicentennial Dean (Interim)

Office of the Dean

(812) 855-6020; 856-5006 [fax]

E-mail: musdean@indiana.edu



**BALL STATE
UNIVERSITY**

December 10, 2020

Dr. Harry Bulow, Chair
Music Division
Purdue University
610 Purdue Mall
West Lafayette, IN, 47907

RE: Degree Proposal (B.A. in Music)

Dear Dr. Bulow,

We have reviewed the documents concerning the development of a BA in Music at Purdue. Neither the School of Music nor the College of Fine Arts at Ball State University have any objections to the development of this new major. Best of wishes to you and your colleagues in this new effort.

Sincerely,

Seth Beckman
Dean

SB/jm

College of Fine Arts

Office of the Dean

Muncie, Indiana 47306-0440 | Phone: 765-285-5495 | Fax: 765-285-3790 | bsu.edu/cfa



School of Music

December 10, 2020

To Whom It May Concern:

In recent weeks the Purdue University Fort Wayne School of Music had discussions with faculty and administration at Purdue University, West Lafayette regarding PWL's development of a bachelor of arts degree in music. These discussions were to ensure that PFW programs would not be significantly impacted or duplicated by a new music program at PWL. The PFW School of Music has committed to working with PWL faculty and administration to avoid duplication.

The points of concern between the current PFW and the proposed PWL programs are crossovers in focus on music technology. Given the resolution of those concerns in the future, the PFW School of Music will support PWL's plan for a BA in Music.

Sincerely,

A handwritten signature in black ink, appearing to read "David Steffens", written over a horizontal line.

David Steffens, Director
steffedj@pfw.edu
(260) 481-6726